

# San Marcos, Texas

# 2008

ANNUAL REPORT

[www.ci.san-marcos.tx.us](http://www.ci.san-marcos.tx.us)





## Our Mission

The goals of the City Government are to create a strong community, foster a high quality of life, promote neighborhood integrity, support sound community and economic development, conserve and protect the City's natural resources and the environment, and safeguard the health, safety and welfare of the City's residents.

– City Charter



# welcome

## Achievements and Investments

### Dear Neighbor:

Welcome to the 2008 City of San Marcos Annual Report! We publish this summary each year to give you a look at major community accomplishments and a view of our significant investments as a municipality.

San Marcos continues to make wonderful progress in the heart of the I-35 corridor between Austin and San Antonio. The 10-story Embassy Suites Hotel/ City of San Marcos Conference Center will be complete by the fall of 2008, and will offer first class amenities to visitors and residents alike. This project of John Q. Hammons Hotels and Resorts and the City of San Marcos is a prime example of an excellent public-private partnership.

We have made other important strides with such partnerships, notably with the Yarrington Road railroad overpass, the second railroad bridge completed in two years. This project is the result of a partnership of the City of San Marcos, Hays County and Carma Development of

Canada. This joint venture enabled us to complete quickly a major infrastructure project benefiting transportation in the fast-growing northern part of San Marcos.

The Spring Lake Preserve safeguards 251 acres of pristine Hill Country wilderness within the City limits as aquifer recharge, wildlife habitat and parkland. City and county residents, local government, state and federal agencies, foundations and generous private donors collaborated to make the preserve a priority and a reality in 2007.

These partnerships represent the kind of community that San Marcos, Texas is —a place where citizens, business and government invest together to achieve the dreams of the community.

Sincerely,



Collette Jamison  
Interim City Manager



# Leadership team

3

LEADERSHIP TEAM

## Department Directors & Key Staff



### San Marcos City Council

**Susan Narvaiz**  
Mayor

**Kim Porterfield**  
Place 1

**Gaylord Bose**  
Place 2

**Daniel Guerrero**  
Place 3

**Chris Jones**  
Place 4

**Pam Couch**  
Place 5

**John Thomaides**  
Place 6

### City Council Appointees

**Collette Jamison**  
Interim City Manager  
512-393-8100

**Michael Cosentino**  
City Attorney  
512-393-8150

**Sherry Mashburn**  
City Clerk  
512-393-8090

**John P. Burke, Jr.**  
Municipal Court Judge  
512-393-8190

### Key Department Directors and Staff

**Laurie Anderson**  
Assistant City Manager  
512-393-8100

**Sabas Avila**  
Interim Environment & Engineering  
512-393-8130

**Mike Baker**  
Fire Rescue  
512-393-8460

**Mark Brinkley**  
Environmental Health  
512-393-8440

**Rodney Cobb**  
Parks & Recreation  
512-393-8400

**Bob Higgs**  
Electric Utility  
512-393-8300

**Stephanie Langenkamp**  
Library  
512-393-8200

**Carolyn Linér**  
Human Resources  
512-393-8060

**Richard Mendoza**  
Public Works/ Airport  
512-393-8036

**Melissa Millecam**  
Communications  
512-393-8105

**Cecil Pennington**  
Interim Planning & Development  
512-393-8230

**Tom Taggart**  
Water/ Wastewater Utility  
512-393-8010

**Rosie Vela**  
Finance  
512-393-8170

**Howard Williams**  
Police  
512-753-2110

**Kenneth Bell**  
Fire Marshal/ Code Enforcement  
512-393-8470

**DerryAnn Gonzales**  
Women, Infants & Children (WIC)  
512-393-8043

**David McMillan**  
Chief Building Official  
512-805-2630

**Mike Sturm**  
Information Technology  
512-393-8110

**Kathy Woodlee**  
Permit Center  
512-805-2630



## San Marcos Conference Center / Embassy Suites Hotel

The City of San Marcos and John Q. Hammons began construction of a 10-story Embassy Suites Hotel and 77,300 square foot Conference Center in January 2007, with completion slated for October 2008.

The upscale hotel, the first of its kind in San Marcos, features a 10-story atrium with water features, 283 spacious two-room suites, day spa, fitness center, high speed wireless internet, business center, and many other amenities.

The adjacent San Marcos Conference Center, owned by the City of San Marcos and managed by the Missouri-based John Q. Hammons Hotels and Resorts, will offer more than 50,000 square feet of flexible meeting space. The facilities will cater to a wide variety of business meetings and social events.—from auto and boat shows to high tech exhibitions, graduations, weddings, special events, and business meetings of all sizes.

The convention center will have a 28,800 square foot ballroom, a 7,200 square foot junior ballroom, and a 4,000 square foot outdoor veranda.

Located at exit 201 on Interstate 35 at McCarty Lane in San Marcos, the hotel and conference center is being built in the heart of the busy I-35 corridor—just 30 minutes from Austin and 40 minutes from San Antonio. The popular outlet malls are only a mile from the site and the historic downtown, spring-fed San Marcos River and Texas State University are just a few minutes away.

For more information about scheduling a convention or an event, contact the Embassy Suites San Marcos Hotel-Conference Center & Spa, 3101 South IH 35, San Marcos, Texas 78666. Call toll free at 1-877-222-2415 or locally at 512-392-6450.







## Catalyst for Opportunity

### San Marcos Economic Development

Economic Development San Marcos serves as the catalyst for targeted job creation, retention, and business investment by promoting San Marcos as an ideal location to live, learn, and work. EDSM strives to expand quality employment opportunities for the community of San Marcos and improve the quality of life for all San Marcos citizens.

Community leaders recognize today's challenging economic development milieu and recently created a new vision and structure for advancing business development in the community. The City Council has energized EDSM to develop and implement new, effective approaches to business recruitment and business retention.

The primary incentives used the City of San Marcos include fee waivers, utility infrastructure incentives, waiver or modification of development regulations for unique projects, property tax abatements, sales tax rebates, tax increment financing, Chapter 380 grants and loans, and industrial revenue bonds.

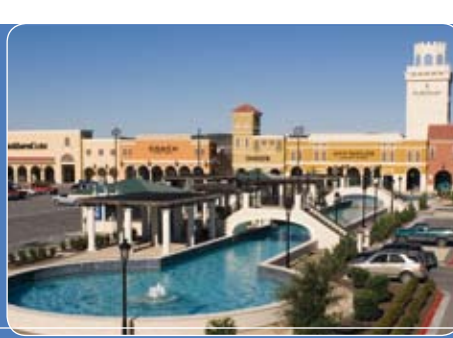
EDSM has developed and maintained close relations with key recruitment allies including: the City of San Marcos, Hays County, Texas State University, the Governor's Office, San Marcos Area Chamber of Commerce, Greater Austin Chamber of Commerce, New Braunfels Economic Development Council, Seguin Economic Development Council, San Antonio Economic Development Foundation, Commercial/Industrial Brokers in Austin, San Antonio, and Houston, San Marcos Electric Utility (SMEU), Lower Colorado River Authority (LCRA), Guadalupe Valley Electric Company (GVEC), Pedernales Electric Cooperative (PEC), Union Pacific Railroad, and site selection consultants.

### Population: Over 50,000!

San Marcos grew to more than 50,000 people in 2007, averaging an annual growth rate of 5.1% since 2000. The milepost has many implications for the City, including expansion of the extrajurisdictional jurisdiction to 3.5 miles. In time, the greater population will mean additional City responsibility for state roads, highway patrols, and planning.







## Permit Center Streamlines Process

The City of San Marcos created a Permit Center in 2007 to streamline the review and permitting process for citizens and developers on projects small and large. The collaborative work of Engineering, Planning & Development, and Building Inspections, the Permit Center provides for review, approval and inspection of a wide variety of development activities. The Permit Center is improving review times and providing better customer service, coordinated inspections and reviews, and more effective internal tracking and record-keeping.

### 2007 Building Permits

**Value of 2007 building permits:**  
\$158,218,570

**Number of permits issued:**  
2,326

**Residential construction:**  
103 single family residential

**Commercial construction:**  
298,364 square feet new construction

## Significant Projects in 2007:

- Embassy Suites Hotel/ San Marcos Conference Center
- San Marcos High School, Crockett & Travis Elementary Schools
- High School Remodel to become Middle School
- Blanco Vista Elementary School – Hays CISD
- McCoy's Corporate Headquarters
- Chuck Nash Auto Dealership
- Regent Care Facility
- Blanco Vista Amenity Center w/ Site work and Landscaping
- San Marcos Animal Shelter Addition
- Thermon (reconstruction of storm damaged building)
- Randolph Brooks Federal Credit Union (Wonder World)
- A Taste of China
- Best Buy finish out
- The Oaks at Dutton Drive
- Taco Bueno
- Charles Austin Sports Performance Center
- Chipolte Mexican Grill
- Rosie's Pizza to Go
- New Skate Park
- New Permit Center
- Pedal Powers Bicycles
- Terraco Office Building
- Cowboy Style Furniture (reconstruction)







# in the flow

## New Schools for Students

San Marcos Consolidated Independent School District is building a bright future for San Marcos students—thanks to taxpayer approval of recent bond packages. De Zavala Elementary added a new classroom wing and a library. Bowie, Crockett, and Travis Elementary schools have been rebuilt from the ground up and are occupied by students.

Renovations and additions at Miller Junior High are completed, and the new, state-of-the-art San Marcos High School opened in fall 2007. The former high school site is currently under renovation, while the upgrades for the Hernandez and Good-night sites are in the design phase. All construction projects are expected to be completed by fall 2009.

The fast-growing Hays CISD will have a new school within the San Marcos city limits when the Blanco Vista Elementary School opens in fall 2008. The land was donated by Carma Development, developer of 2,000 homes in north San Marcos.



## New Growth in San Marcos

**Blanco River Village** – SH21 / SH 80; Residential Single Family and Town Homes, 103 acres.

**Blanco River Shoals** – East of IH 35; Mixed Use, Multifamily and Commercial, 86 acres; Parkland, 86 acres.

**Blanco River Walk** – West of IH 35; Mixed Use, Residential and Commercial, 239 acres; Parkland, 57 acres.

**Blanco Vista** – Yarrington Road and Post Road; 2000+ Single Family Residential Units, 575 acres.

**McKinley Place** – Sadler Drive; Planned Development District (PDD): Office, 4.76 acres; Condos, 4.76 acres, Apartments, 6.01 acres.

**McCarty Commons** – IH 35 and McCarty Lane; Planned Development District (PDD): Retail Restaurant and Commercial, 102.14 acres; Office, 16.24 acres, Multifamily, 62.46 acres, Parkland, 9.22 acres.

**Stone Creek** – IH 35 and McCarty Lane; Planned Development District (PDD): General Commercial, 105.612 acres; Mixed Use, 5.791 acres.





## Protecting and Planning for Water

The City of San Marcos is participating in the Edwards Aquifer Recovery Implementation Program authorized in 2007 by the Texas Legislature in Senate Bill 3. The EARIP process seeks to achieve scientific research and analysis about the aquifer and its unique species.

The regional effort will develop strategies to balance the needs of endangered species with the overall use of water and availability of supply in the region. This process will seek agreements by the end of 2009, a habitat conservation plan by 2012 to protect endangered species, and federal, state and other funding to implement the plan.

The City of San Marcos also has joined the City of Kyle, City of Buda and four of the Canyon Regional Water Authority members to create the Hays Caldwell Public Utility Agency (HCPUA). The purpose of the HCPUA is to develop and construct infrastructure for a water supply from the Carrizo Aquifer located east of San Marcos.

San Marcos has already reduced reliance on the Edwards Aquifer by 70% --or 3,000 acre feet a year--by investing in surface water from Canyon Lake. The City's surface water plant was expanded in 2007 from treating nine million gallons per day to 21 million gallons to provide additional capacity for the Guadalupe-Blanco River Authority.

water



## Preserving Wilderness

### Total Water Production for 2007

#### Surface Water:

5,071.76 Acre Feet (AF);  
1,652.638 million gallons; 78% of total

#### Ground Water:

1,444.363 AF;  
470.647 million gallons; 22% of total

#### Water supplied to San Marcos:

1,774.585 million gallons; 80%

#### Water supplied to other customers:

449.674 million gallons; 20%

### Wastewater Treatment for 2007

#### Total Gallons Treated:

2,064.072 million gallons;  
% of water produced that is  
treated as WW: 97%

#### Reclaimed Water Reused:

58.537 million gallons

### Spring Lake Preserve



In a pioneering collaboration of citizens, government and the private sector, the City of San Marcos has preserved 251 acres of environmen-

tally sensitive aquifer recharge zone and endangered species habitat above Spring Lake. In 2005, San Marcos voters authorized \$2 million toward the purchase of the land for preservation as recharge and wildlife habitat.

Hays County awarded \$700,000 in park bonds and the Nature Conservancy bought the property for \$5.1 million. The City of San Marcos pledged to raise the additional funds to repay the Nature Conservancy. Donations and grants came from the U.S. Department of Interior,

Meadows Foundation, Texas Parks & Wildlife, Lower Colorado River Authority, Guadalupe-Blanco River Authority, Emmett & Miriam McCoy Foundation, Terry P. Gilmore and Ernest and Sally Cummings. Texas State University, in collaboration with the National Park Service, assisted the City in developing a master plan to emphasize long-term passive recreational activity and assure that its natural resources are protected. The land has habitat for the endangered Golden-cheeked Warbler. Protecting the recharge features also protects water quality in the aquifer-fed Spring Lake and San Marcos River, home to eight threatened or endangered species.

The City of San Marcos completed the purchase and celebrated the preservation of the unspoiled woodlands in August 2007 by honoring all the donors and participants in this important project.





## Major Roads

### A Second Railroad Overpass

A partnership between the City of San Marcos and Carma Development has resulted in the construction of the second railroad overpass in two years in San Marcos. The \$8.1 million bridge spanning the railroad and Post Road was built on Yarrington Road to link the 2,000 home Blanco Vista development to I-35. A tax increment reinvestment zone created by the City of San Marcos and Hays County will use property taxes collected from the development to repay \$7.1 million of the cost of the overpass.

### Wonder World Extension

Progress on the \$60.6 million Wonder World Drive extension from Hunter Road to Ranch Road 12 progressed in 2007 with acquisition right-of-way and completion of design. Construction of the 3.5 mile, limited access four-lane parkway should get underway in 2008 with completion in 2010.

Approved by voters in 1998, the Wonder World extension will provide a bypass for through-traffic and a direct connection to medical facilities. The road will be financed with a pass through financing agreement between the City of San Marcos and the Texas Department of Transportation with state reimbursement based upon use.



## Neighborhood Projects

### Post Road



The \$8.1 million Post Road paving and drainage project is adding utility and drainage facilities, road expansion to three lanes, sidewalks and bicycle lanes to improve mobility, safety and drainage along a busy street. The project extends from Bert Brown to the city limits along Post Road, with a major wastewater line on Lime Kiln Road.

### Rio Vista Neighborhood

Some 300 residences and 25 businesses in the Rio Vista Neighborhood will receive major improvements to water and wastewater utilities, drainage and streets in an \$8.5 million project. Phase I will bring sewer line improvements added in rear lots along several streets and the MKT interceptor, major trunk line, is being built to serve the neighborhood and other areas of San Marcos. An emergency sewer line repair was completed in 2007 and construction is expected to start in 2008 on the additional sewer lines. Drainage improvements, water quality features near the river, and repaved streets will be included in the big project, scheduled for completion in 2010-2011.

### Staples Road Sidewalk

A 1,300 foot sidewalk along Staples Road has been constructed to provide additional pedestrian safety along a busy street near schools in the Wallace Addition. The \$178,000 project was funded by the Community Development Block Grant program.

### Craddock Avenue

The City of San Marcos completed the \$4.1 million Craddock Avenue paving and drainage project in 2007. The new four-lane divided parkway serves several growing neighborhoods, eliminating a blind hill, providing a hike and bike trail and drainage facilities. The new road improves east-west traffic from Ranch Road 12 to Bishop Street.





## Technology

### Smart Meters: Putting You in Charge

The City of San Marcos has begun an innovative project to install “smart” electric and water meters that can help customers keep tabs on their water and electric use and help the City better manage our community-owned utilities.

The Automated Meter Reading (AMR) project will install meters that “talk” directly to the utility office. Staff will be able to read meters automatically from the office, without entering the customer’s property, and customers can track their use on the web at any time. Smart meters can detect water breaks and power outages and identify other problems more quickly to allow a faster response.

In 2007, the City sought proposals from potential vendors for the AMR system. In 2008, implementation will start with pilot projects to test the system. System component installation is expected to be completed by the end 2008 and AMR to be put into service in 2009.

### Electric...The Power of the Wind

San Marcos Electric Utility is a municipally-owned system serving 19,716 residential, industrial and institutional customers, including Texas State University. In 2007, the city purchased 617,232,343 kWh from the Lower Colorado River Authority. An estimated five percent of purchased power is “green” energy produced by wind energy from West Texas and hydro-electric facilities along the Highland Lakes. Our Electric Utility offers conservation and audit programs for customers and developed “Solar 4 Schools” in conjunction with San Marcos public schools and the State Energy Conservation Office.”

## Air Travel

### San Marcos Municipal Airport

In 2007, the San Marcos Municipal Airport received a federal allocation of \$1,575,000 for infrastructure improvements to support expansion of corporate and commercial activity. The funding is part of a master plan to build new infrastructure, a new terminal building and new fixed base operator facilities. Design of an airport control tower was completed in 2007 with construction anticipated in 2008.

San Marcos Municipal Airport serves more than 100,000 air operations annually. With 1,356 acres, the airport serves general aviation and is home to 300 private aircraft. The airport has three runways, seven interconnecting taxiways, and a 60-acre concrete parking ramp. The longest runway is 6,300 feet long. Six businesses, including private charter services, operate at San Marcos Municipal and employ more than 100 people. The Central Texas Wing of the Commemorative Air Force and its museum operate from an historic World War II hangar.

### Your Passport to Passports

The City Clerk’s office set new records in 2007 by processing U.S. passport applications as the State Department adopted more stringent foreign travel requirements for citizens. The office processed 4,674 passports in 2007, compared to 2,286 the year before. Residents from across Central and South Texas have come to the office to apply. The City Clerk’s office held several special events on weekends, evenings and at Texas State to help residents apply for their passports.





## Public Safety

### Addressing Neighborhood Issues



San Marcos Police, Code Enforcement and the Legal Department and are working on new approaches for dealing with noise, nuisance conditions, trash, parking violations and other issues that create neighborhood discord. A staff work group created in the fall of 2007 is developing short and long term strategies.

They are working with an approach to identify the problems, stakeholders and community-based solutions. The departments are collaborating with several Texas State University departments, including Criminal Justice, Geography and Political Sciences Departments, as well as the Police Executive Research Forum and the Department of Justice Office of Community Oriented Policing. The goal is for the police and the community to become partners in addressing problems of disorder and neglect.

### San Marcos Fire Rescue: Fire Insurance Rates Drop

San Marcos Fire Rescue completed an Insurance Service Organization (ISO) Public Protection Classification survey of the City of San Marcos. The results of the re-classification survey were outstanding.

San Marcos joined the elite cities in America that use this performance benchmark by obtaining a Classification of 2 on a scale of 1 to 10. We now are counted in the top seven – tenths of one percent of all cities in the United States. This should result in a reduction of the property insurance premiums paid by all residential and commercial property owners in San Marcos.

### Municipal Court of Record

San Marcos Municipal Court, which handles Class C misdemeanors and certain civil cases, was formally designated as a “court of record” in 2007 by the City Council. The designation changes the appeal process to allow appeals from court decisions based only on the record of the first trial.

A defendant can request that the recorded proceedings of trial be transcribed, at his/her expense, and sent to the appellate court for review of any errors that may have been committed at trial. Before this designation, appeals were taken to an appellate court which then conducted a completely new trial on the issues.

Under state law, a court of record requires the judge be a licensed attorney. The court of record is given civil jurisdiction for enforcing certain ordinances enacted under the Texas Local Government Code. Judge John P. Burke, Jr., is the presiding judge for the San Marcos Municipal Court of Record.







## Tourism

Tourism is one of the pillars of the San Marcos economy as visitors enjoy the best outlet malls in the U.S., the picturesque San Marcos River and parks, historic downtown, annual festivals, live music, the arts, and Texas State University. In 2007, San Marcos attracted 7 million tourists to the city, ranking tops in tourism among people from Texas and as the third most popular tourist attraction among guests from all over. The outlet malls attract about 25% of their customers from Mexico as our neighbors to the south discover the great bargains available in 1.2 million square feet of retail space at Tanger Outlet Center and Prime Outlets.

Rio Vista Falls, transformed from a crumbling dam into a whitewater park, is attracting Olympic trials for whitewater kayaking, as well as the annual Texas Water Safari—the world's toughest canoe race that begins in San Marcos. Spring Lake Preserve, the 251-acre wilderness park purchased in 2007, is sure to draw more eco-tourists as birding increases as a popular pastime.

For more information, visit our web site:  
[www.toursanmarcos.com](http://www.toursanmarcos.com).

## Community Events

### January – December 2008

<b>Martin Luther King Holiday</b> January 21	<b>Texas Natural &amp; Western Swing Festival</b> May 17
<b>San Antonio Trail Riders</b> January 28	<b>Summer in the Park Concert Series</b> Thursday evenings June-July
<b>Women Entrepreneurs Recognition</b> February 17	<b>Texas Water Safari</b> June 14
<b>Farmer Fred's Spring Carnival</b> March 20	<b>Juneteenth Celebration</b> June 19
<b>Bobcat Build</b> April 5	<b>Summerfest</b> July 4
<b>Youth Fest</b> April 14	<b>Lyndon Baines Johnson 100th Birthday</b> August 27
<b>Mutt Strutt</b> April 19	<b>Central Texas Senior Golf Fest</b> October 6-7
<b>Central Texas Golf Fest</b> April 25-27	<b>Farmer Fred's Fall Carnival</b> October 25
<b>Viva! Cinco de Mayo Celebration</b> May 2-3	<b>Veterans Day Parade</b> November 8
<b>Heritage Tours of Distinction</b> May 3-4	<b>Sights &amp; Sounds of Christmas</b> December 4-6







## San Marcos Playgrounds

### Parkland Grows to 1,191 Acres



Parkland in San Marcos—with wilderness trails, areas and diverse recreational facilities for all ages—grew to 1,191 acres in 2007 with the acquisition of the 251-acre Spring Lake Preserve.

The new wilderness preserve above San Marcos springs will be kept as greenspace and wildlife habitat with rugged trails and minimal

amenities. The beautiful site was purchased by the City of San Marcos with the support of a 2005 voter-approved bond election, in partnership with Hays County, the Nature Conservancy, and Texas State University.

Donations and grants came from the U.S. Department of Interior, Meadows Foundation, Texas Parks & Wildlife, Lower Colorado River Authority, Guadalupe-Blanco River Authority, Emmett & Miriam McCoy Foundation, Terry P. Gilmore and Ernest and Sally Cummings. The Greenbelt Alliance is assisting with guided tours and trail development.

The San Marcos Parks & Recreation Department manages and maintains more than 100,000 square feet of recreational facilities, including the Activity Center, Dunbar Center, Price Senior Center, the Calaboose African American History Museum, the Nature Center, and Playscape, as well as facilities and playgrounds at 39 citywide and neighborhood parks.

Highlights from 2007 include completion of trails at Purgatory Creek Park and Schulle Canyon; educational programs, wildscaping seminars and nature tours conducted by the Nature Center, two major river cleanups, and development of themed gardens at the Crook Park.



Parks & Rec hosts fitness and recreational programs for thousands of people of all ages, and sponsors a popular spring and summer day camp for children.

### Bridging the River

San Marcos will become even more pedestrian friendly in 2008 with the construction of a pedestrian bridge over the San Marcos River near the Hopkins Street bridge. The span, to be located about 100 feet upriver from the street, will link new sidewalks built in Phase I on both sides of the river. The span will connect San Marcos Plaza Park to City Park and provide a safe pedestrian path from downtown to the Activity Center and Library.



recreation



## Woman, Infants, and Children

The City of San Marcos operates nutrition clinics in five counties for pregnant women, breastfeeding mothers and children under age 5. In 2007, the clinics served an average of 9,577 clients a month. The nationally acclaimed WIC program is federally funded.

## Animal Shelter Expansion



The San Marcos Animal Shelter has doubled the size of its facilities to aid abandoned and neglected animals in San Marcos, Kyle and Hays County. The \$2 million project remodeled the existing facility and added 7,000 square feet.

The expansion includes 52 new dog kennels, 45 new cat kennels, a reception/redemption office, a large storage area, a large area for walking dogs, and an improved parking lot. The new facility opens in 2008.

Hays County and the City of Kyle have contracted with the City of San Marcos to share and fund the Animal Shelter on River Road. The shelter received some 15,729 calls for service last year and handled more than 6,000 animals. The shelter works with volunteers, area veterinarians, and community groups to sponsor adoptions, spaying and neutering, rabies clinics and special events.







## Education

### Texas State University-San Marcos

Founded:	1899
San Marcos Campus Enrollment:	28,132
Round Rock campus Enrollment:	1,500
Faculty and Staff:	5,000
San Marcos Campus:	471 acre campus, 5,000 acre recreational, instructional ranch and farm land
Academics:	111 bachelor's, 87 master's and 7 doctoral degree programs
2007-08 Budget:	\$346,137,429

### Austin Community College

Public 2-Year College

San Marcos Centers:	San Marcos Day Center – offers Day Classes San Marcos Center – offers Evening Classes
San Marcos Enrollment:	548 students for Fall 2007
Academics:	Associate degrees in General Studies available in San Marcos. 180 degrees and certificates available thru study at Austin Community College.
Faculty and Staff:	38 Faculty and Staff

### San Marcos Consolidated Independent School District

Enrollment:	7,400
Faculty and Staff:	1,114
Property Tax Rate:	\$1.37/ \$100 value
2007-08 Budget:	\$67,344,162
District Accountability Rating:	Academically Acceptable
Boundaries:	210 square miles in portions of Hays, Guadalupe & Caldwell Counties
Campuses:	1 high school 1 alternative high school 2 junior highs 1 intermediate school 4 elementary schools 1 early childhood center 1 alternate discipline campus

### Hays Consolidated Independent School District

Enrollment:	13,122
Faculty and Staff:	2,000
Property Tax Rate:	\$1.4613/ \$100 value
2007-08 Budget:	\$121,186,558
District Accountability Rating:	Academically Acceptable

### Boundaries:

221 square miles in north central Hays County, including Kyle, Buda, Umland, Niederwald, Mountain City, and a portion of north San Marcos

### Campuses:

2 high schools,  
4 middle schools,  
9 elementary,  
1 alternative high school,  
1 alternative discipline campus

### Gary Job Corps Center – Largest Center in U.S.

U.S. Department of Labor:	Vocational School
Location:	775 acre campus on Highway 21
Enrollment:	1,600
Faculty and Staff:	567
Academics:	24 vocational specialties
Administration:	Management & Training Corporation

### Private Schools in San Marcos

San Marcos Academy
San Marcos Preparatory School
Hill Country Christian School
Wonderland School
The Masters School
San Marcos Adventist Junior Academy





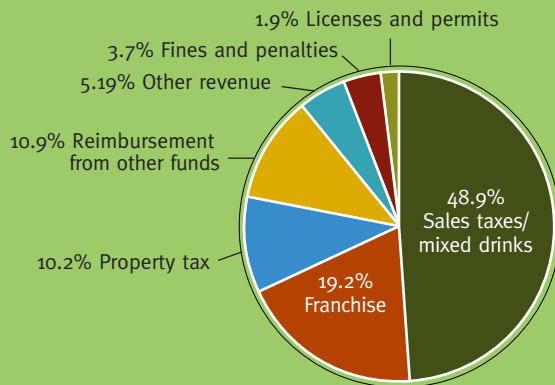
# financial profile

## City of San Marcos

### Financial Profile

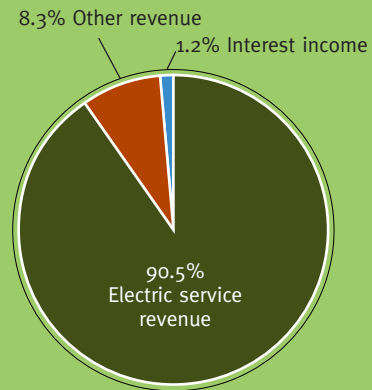
#### General Fund Revenues

\$36,027,301 Total



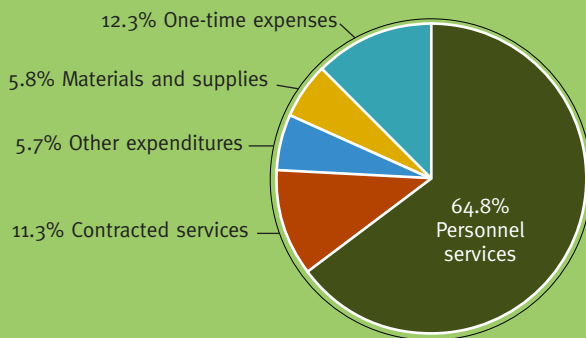
#### Electric Fund Revenue

\$45,606,831 Total



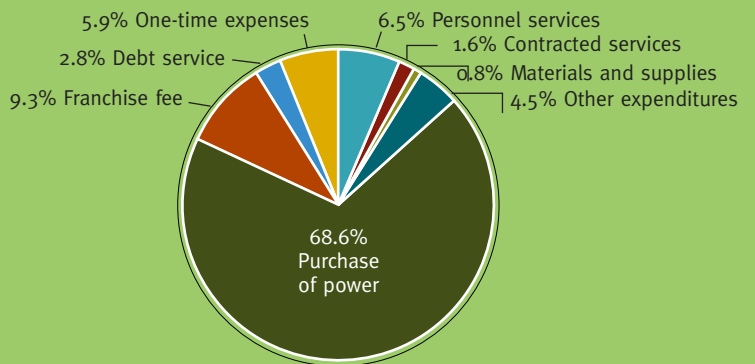
#### General Fund Expenditures

\$35,408,767 Total



#### Electric Fund Expenditures

\$43,229,088 Total





# City of San Marcos

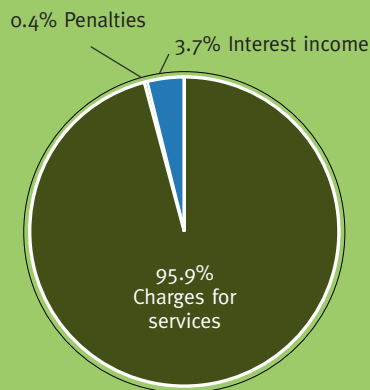
## Financial Profile

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FINANCIAL PROFILE

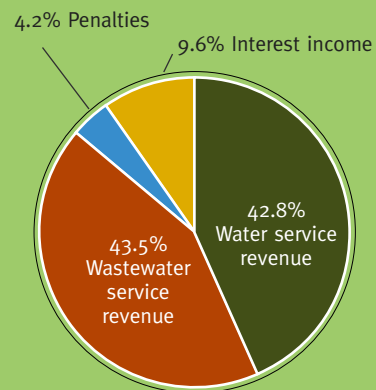
### Other Enterprise Funds Revenues Airport, Drainage, Waste Collection

\$3,031,180 Total



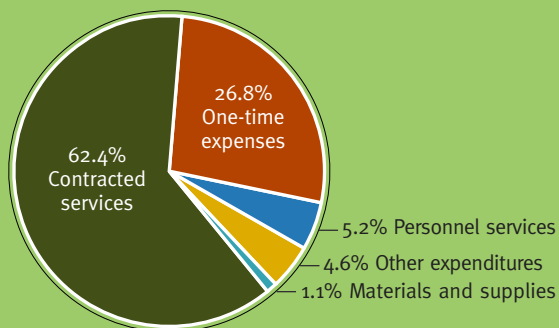
### W/WW Fund Revenue

\$25,182,828 Total



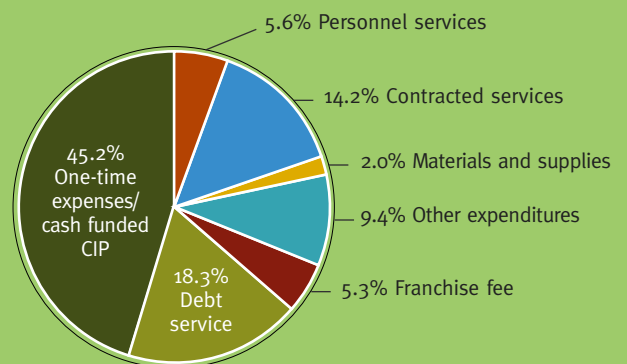
### Other Enterprise Funds Expenditures Airport, Drainage, Waste Collection

\$2,529,838 Total



### W/WW Fund Expenditures

\$37,489,937 Total



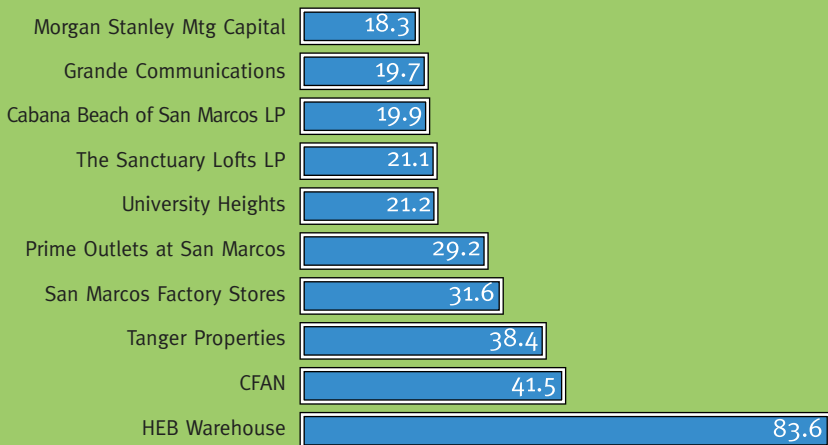


# financial profile

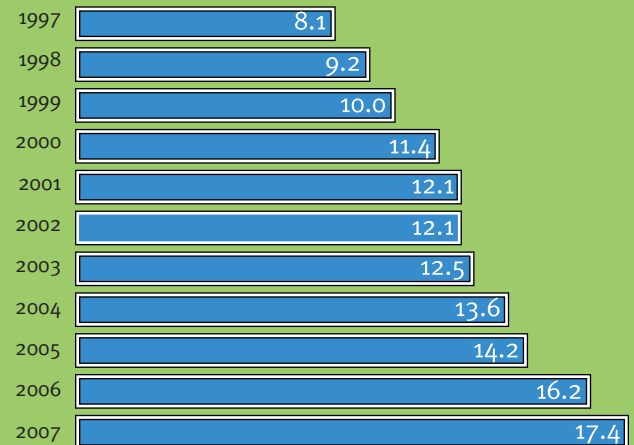
## City of San Marcos

### Financial Profile

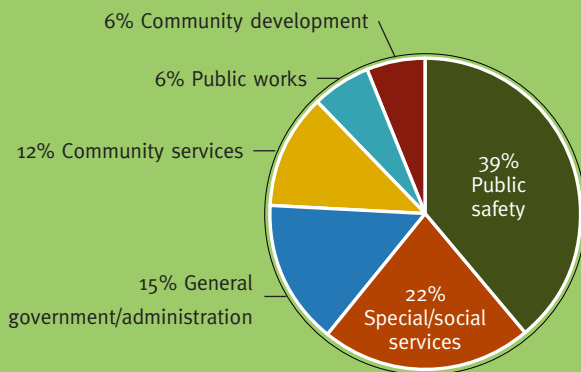
**Top Ten Taxpayers**  
Assessed Value – Millions



**Sales Tax Revenues**  
Millions of Dollars



**FY2007 Expenditure by Service - General Fund**  
\$35,408,771 Total



**Reinvesting in Historic San Marcos**  
Main Street Program 1984-2007

Private and Public Investments  
\$47,922,045 Total

Total Rehad, New Construction  
and Building Purchases  
363 Total

Net Gains in Business Starts,  
Relocations & Expansions  
190 Total

Net Gain in Jobs  
829 Total



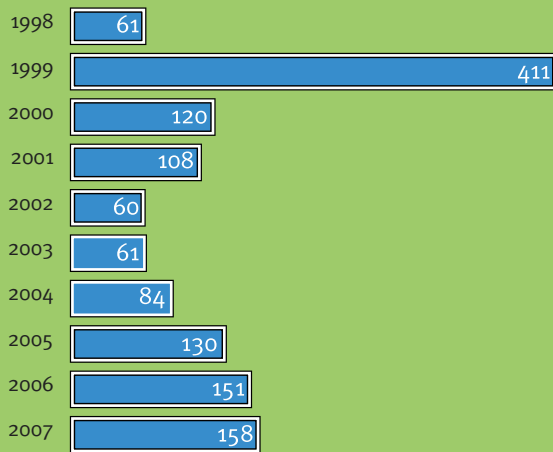


# City of San Marcos

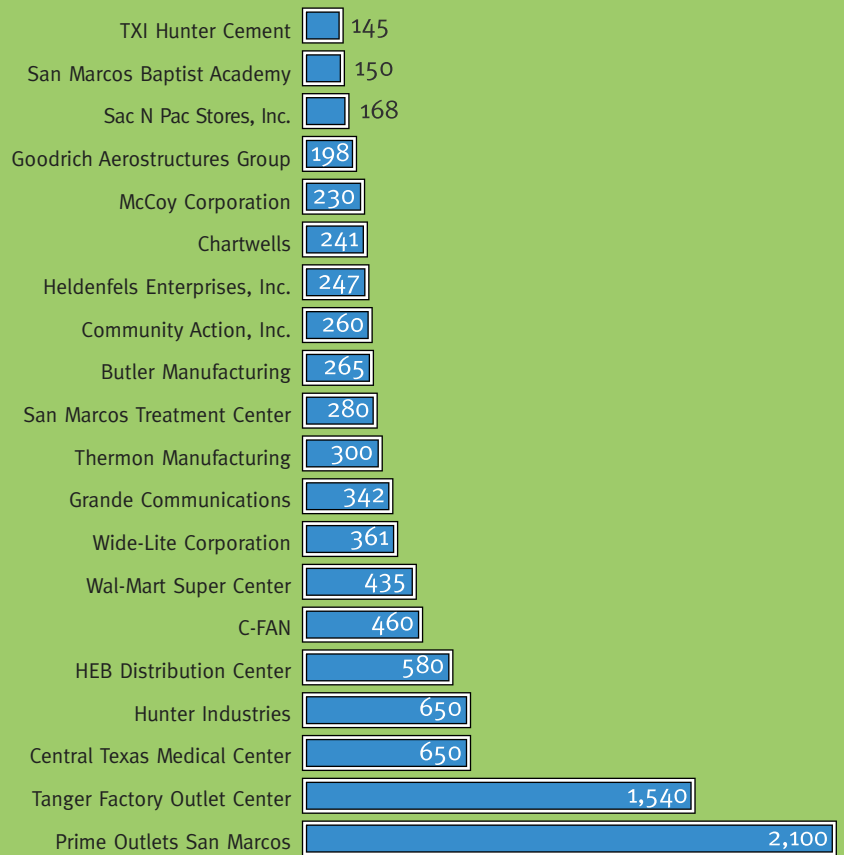
## Financial Profile

### Building Permits

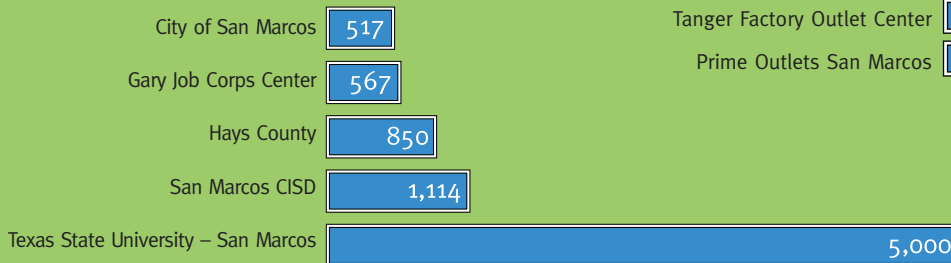
Millions of Dollars



### Major Private Employers



### Major Public Employers







# san marcos

## Profile

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SAN MARCOS PROFILE

### Celebrated Places

San Marcos Conference Center/ Embassy Suites Hotel  
 Aquifer-Fed Spring Lake & San Marcos River  
 Texas State University  
 Hays County Courthouse/ Historic Downtown Square  
 Prime Outlets and Tanger Outlet Center  
 Rio Vista Falls  
 Spring Lake Preserve  
 Wonder World Park  
 LBJ Museum of San Marcos  
 Calaboose African American History Museum  
 Historic Residential Areas  
 The River Walk/ Public Parks along the River  
 Charles S. Cock House Museum & Merriman Cabin  
 Commemorative Air Force Museum  
 1,191 acres of Parks, Natural Greenspace & Wilderness

**Founded:** 1851

**Incorporated:** 1877

**County Seat:** Hays County

**2008 Population:** 50,371

**Registered Voters:** 25,661

**Form of City Government:** Council-Manager

**City Employees:** 517

**Assessed Property Values:** \$2,159,759,539

**2007-08 Municipal Budget:** \$136,419,252

### Property Tax Rates:

- **City of San Marcos:** \$0.5302/ \$100 valuation
- **Hays County:** \$0.3714/ \$100 valuation
- **San Marcos CISD:** \$1.37/ \$100 valuation
- **Hays CISD:** \$1.4613/ \$100 valuation

**City Sales Tax Rate:** 1.5% (with county & state tax, total is 8.25%)

**City Hotel/ Motel Room Tax Rate:** 9% (with state tax, total is 15%)

**Parkland:** 1,191 Acres

**2007 Building Permits:** \$158,218,570

**Average Home Tax Value:** \$109,725

**Average Home Sale Price:** \$177,758

**Average Daily Temperature:** 68.8° F







## Awards

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AWARDS

### San Marcos 2007

#### **Texas Municipal League**

Municipal Excellence Award for Management Innovations- Rio Vista Falls

#### **National League of Cities, finalist**

Municipal Excellence Award- Rio Vista Falls

#### **American Society of Civil Engineers, Texas Section, John B. Hawley Award**

Best Technical, Educational & Professional Paper, Rio Vista Falls

#### **American Planning Association (Central Texas) Innovative Planning Award**

Rio Vista Falls

#### **Texas Chapter of the American Planning Association, 2007 Project Planning Award**

Campus Edge Strategic Plan

#### **Envision Center Texas**

Community Stewardship Award for Redevelopment-Rehabilitation of 3 Historic Buildings in Downtown San Marcos

#### **Envision Center Texas**

Finalist, Community Stewardship Award for Redevelopment –Rio Vista Falls

#### **Government Officers Finance Association, (GFOA)**

Certificate of Achievement for Excellence in Financial Reporting

#### **GFOA, Distinguished Budget Presentation Award**

#### **Texas Association of Municipal Information Officers, TAMI Award**

2007 Annual Report

#### **National Trust for Historic Preservation**

Accreditation as a National Main Street City

#### **Texas Department of Health, Five Star Award**

Vital Statistics

#### **U.S. State Department, 99.9% Accuracy Award**

Passport Services

#### **Residential Fire Safety Institute, Life Safety Achievement Award**

Fire Services

#### **Texas Commission on Environmental Quality (TCEQ)**

Substantial Source Water Protection Program Implementation Award

#### **TCEQ**

Outstanding Public Drinking Water System Award

#### **TCEQ**

Total Coliform Rule Program Award





# San Marcos, Texas

# 2008

## ANNUAL REPORT

[www.ci.san-marcos.tx.us](http://www.ci.san-marcos.tx.us)

### Annual Report Team

**Collette Jamison**  
Interim City Manager

**Laurie Anderson**  
Assistant City Manager

**Melissa Millecam**  
Communications Director

**Rosie Vela**  
Director of Finance

**Steve Parker**  
Assistant Director of Finance

**Stephanie Garcia**  
Assistant to the City Manager

**Art Direction / Design:**  
Lisa Mac, Gogo Creative  
[www.gogocreative.com](http://www.gogocreative.com)

**Photography:**  
Don Anders, Anders Photography  
City of San Marcos, Texas  
San Marcos CISD

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